

1. Record Nr.	UNINA9910812093403321
Autore	Maillard Pierre
Titolo	Competitive quality strategies / / Pierre Maillard
Pubbl/distr/stampa	Hoboken, N.J., : ISTE Ltd/John Wiley and Sons Inc, 2013
ISBN	9781118644454 111864445X 9781299146396 1299146392 9781118644294 1118644298 9781118644652 1118644654
Edizione	[1st ed.]
Descrizione fisica	1 online resource (173 p.)
Collana	Focus series in automation & control, , 2051-2481
Disciplina	341.7543
Soggetti	Business planning Strategic planning
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"Focus industrial engineering series"--Cover.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Title Page; Contents; PREFACE; INTRODUCTION; CHAPTER 1. GENERAL PRINCIPLES OF COMPETITIVE QUALITY; 1.1. What meaning should we attach to the term "quality"?; 1.2. The role of quality in a company's competitiveness; 1.3. Conclusion; 1.4. Summary of the basic ideas and concepts developed in this chapter; CHAPTER 2. THE DEFINITION OF A COMPETITIVE QUALITY TACTIC; 2.1. Introduction; 2.2. A company's socio-economic exchange motor; 2.3. The concept of a competitive quality tactic; 2.4. The major stages when devising a competitive quality tactic 2.4.1. Collection of input data for the process of creation of a CQT2. 2.4.2. Modeling of the arrangement of the intended stakeholders; 2.4.3. Identification of the stakeholders' perceptions of competitive quality; 2.4.4. Possible gains resulting from the creation of new perceptions of competitive quality; 2.4.5. Identification of the characteristics of the stakeholders' "quality comburant"; 2.4.6. Evolution of offerings to

trigger perceptions of competitive quality; 2.4.7. The means to be mobilized and the constraints to be taken into account to produce quality carburants

2.4.8. The CQTs needing to be elaborated in interrelations with certain suppliers in order to obtain resources that the company 2.5. The major stages in the drawing up of a competitive quality tactic in a domain of strategic activities; 2.5.1. Collection of the input data for the process of elaboration of the CQT; 2.5.2. The other stages of the process; 2.6. An atypical example of a competitive quality tactic; 2.7. Another example; 2.8. Conclusion; 2.9. Summary of the basic ideas and concepts developed in this chapter; CHAPTER 3. DEPLOYMENT OF A COMPETITIVE QUALITY TACTIC; 3.1. Introduction

3.2. The technical functions of a competitive total quality process 3.3. The input data for deployment of a DSA's CQT; 3.4. The distribution of roles; 3.5. The impact of a competitive quality tactic on quality marketing; 3.6. The impact of a competitive quality tactic on the competitive quality carburant; 3.7. The impact of a competitive quality tactic on the qualification of the system of production of quality carburant; 3.8. The impact of a competitive quality tactic on the monitoring of perceived quality

3.9. The impact of a competitive quality tactic on the assurance of the company's gains 3.10. The impact of a competitive quality tactic on improving the efficiency of a competitive total quality process; 3.11.

Conclusion; 3.12. Summary of the basic ideas and concepts developed in this chapter; CHAPTER 4. THE CONDITIONS FOR SUCCESS OF A COMPETITIVE QUALITY TACTIC; 4.1. Introduction; 4.2. Raising the level of the system of production of a competitive quality tactic; 4.3.

Enhancing the value of the project to bring the system for production of competitive quality tactic up to scratch

4.4. The main markers of a quality culture

Sommario/riassunto

This book succinctly presents new methodological principles that will help you raise the quality of your valuable production to enhance your competitiveness. The concepts and models of principles of actions presented result from over 20 years of the author observing the ways in which companies of all sizes and in all sectors use specific mechanisms of quality production to give rise to long-lasting competitive factors. You'll find practical guides that will help you better understand and strengthen your approaches to create new competitive edges, based on your employees' culture of quality.
